

# BUMBLE



# ZEST

## Brand Observed



Target Product Category : **Health shots**

Name of the Product : **Bumble Zest**

## Company overview:

BumbleZest was launched in 2017 out of a little Battersea kitchen. The idea of BumbleZest was to make ready-made drinks available in the fridge to help consumers deal with all the different challenges of the modern world. The types of drinks include that for unwinding, before a meeting, for focus, before a workout, after a workout, if you need to focus, before a workout, after a workout, after a heavy night out or first thing in the morning for a boost.


The unique recipes were made using some of the healthiest ingredients sourced from around the world, such as ginger, turmeric, collagen, CBD, activated charcoal, Apple Cider Vinegar, milk thistle, Lavender, and Spirulina, to name just a few, thereby creating a colourful range of supershots.

## NUMBER OF PRODUCTS: 4

- CALM + COMFORT
- DETOX + DEFEND
- FIRE + FORTIFY
- MIND + MOOD



## CALM + COMFORT



**Serving size:**  
60 ml

**Primary Ingredient:**  
Water  
Lemon juice NFC 21.1%  
Maple syrup 7.2%  
Hemp extract (15mg CBD) 0.8%  
Chamomile extract 0.23%  
Blue spirulina phycocaine powder 0.23%  
Lavender extract 0.15%  
Himalayan salt 0.15%  
Natural flavourings  
Cinnamon extract 0.06%  
Mint extract 0.06%


**Extracts:**  
Hemp extract, Chamomile extract,  
Lavender extract, Cinnamon extract,  
Mint extract

**Nutritional Information**  
**Per 100 ml**  
**Energy:** 25 Kcal  
**Fat:** 0 g  
**Carbohydrates:** 5.4 g  
**Sugars:** 5.4 g  
**Protein:** <0.5 g  
**Salt:** <0.12 g

**Servings per pack:** 1

**Sweetener:** Maple syrup

## DETOX + DEFEND



**Serving size:**  
60 ml

**Primary Ingredient:**  
Water  
Lemon Juice 21.1%  
Apple Cider Vinegar\* 11%  
Maple Syrup 7.2%  
Activated Charcoal 0.42%  
Cinnamon Extract 0.12%  
Natural Flavouring  
Milk Thistle Powder 0.12%  
Cayenne Pepper Extract 0.1%


**Extracts:**  
Cinnamon Extract, Cayenne Pepper Extract

**Nutritional Information Per 100 ml**  
**Energy:** 26 Kcal  
**Fat:** 0 g  
**Carbohydrates:** 5.4 g  
**Sugars:** 5.4 g  
**Protein:** 0 g  
**Salt:** <0.01 g

**Servings per pack:** 1

**Sweetener:** Maple syrup

## FIRE + FORTIFY



**Serving size:**  
60 ml

**Primary Ingredient:**  
Water  
Lemon Juice NFC 18%  
Ginger Juice 18%  
Maple Syrup 7.2%  
Natural Flavourings  
Hemp Extract (15mg CBD) 0.8%  
Ground Turmeric\* 0.35%  
Black Pepper Extract 0.2%  
Cinnamon Extract 0.06%


**Extracts:**  
Hemp extract, Black Pepper Extract,  
Cinnamon extract.

**Nutritional Information  
Per 100 ml**  
**Energy:** 32 Kcal  
**Fat:** 0 g  
**Carbohydrates:** 6.7 g  
**Sugars:** 5.9 g  
**Protein:** <0.5 g  
**Salt:** <0.01 g

**Servings per pack:** 1

**Sweetener:** Maple  
syrup

## MIND + MOOD



**Serving size:**  
60 ml

**Primary Ingredient:**  
Water  
Lemon Juice 21.1%  
Maple Syrup 7.2%  
L-Glutamine (Amino Acid) 2.5%  
Aronia Juice From Concentrate 0.45%  
Thyme Extract 0.3%  
Rosemary Extract 0.14%  
Himalayan Salt 0.12%  
Dragon Fruit Powder (Pitaya Fruit) 0.1%  
Mint Extract 0.05%  
Cinnamon Extract 0.05%

**Extracts:**  
Thyme Extract, Rosemary Extract,  
Mint Extract, Cinnamon Extract.

**Nutritional Information  
Per 100 ml**  
**Energy:** 26 Kcal  
**Fat:** 0 g  
**Carbohydrates:** 5.7 g  
**Sugars:** 5.6 g  
**Protein:** <0.5 g  
**Salt:** <0.12 g

**Servings per pack:** 1

**Sweetener:** Maple syrup

Guires FRL global contract R&D assists food and beverage manufacturers in developing innovative food and beverage products that align with consumer interests. A comprehensive [consumer market research](#) helps gain insights, which help in ideation for product development. The process of product development follows a systematic approach, from prototype to product to small scale production, also called pilot manufacturing. This step-by-step process ensures that the products are nutritious and have an excellent sensory profile, ensuring their success in today's highly competitive market.

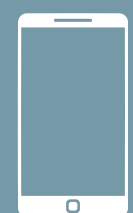


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**THANK YOU**